

# Strategic Ministry Assessment

## Would You Benefit from a Strategic Ministry Assessment?

Can you answer each of the following questions about your project?

- why it is important?
- how it is going to strengthen ministry and outreach?
- do you have a clear and compelling ministry pathway that will get you from where you are to where God is calling you to be?
- when does it need to happen?
- do we have significant gift potential to raise the money we need? who is already on board and ready to go?
- what it is going to take financially to get there?

If you can answer these questions to the satisfaction of your constituency you may not need this particular process. However, if there is significant doubt about one or more of these our Strategic Ministry Assessment may be helpful.

## Our Strategic Ministry Assessment Can Help Clarify Your Overall Ministry Strategy through:

1. A Study of your Missional Context to help answer these questions:

Who are the people living around your church?

How far do people travel to participate in your various ministries?

What are the ages, ethnicity and gender of the people you are intentionally seeking to reach?

What are they looking for from a community of faith like yours?

What are their needs?

What kind of buildings (if any) might you need to facilitate your ministry?

Will additional staff be necessary?

2. An On-line Assessment to help you gauge your congregation's readiness to do something new and substantive to intersect with your community in a meaningful way.

3. An assessment of the overall giving potential of your households.

4. Interviews with Core Leaders and Potential Major Donors to help you determine the potential support (participation and financial) of your key people to help make your capital campaign a success. This comprehensive assessment will culminate in a report presented by one of our consultants to your key decision makers.



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